

# Five Takeaways From LVMH Watch Week 2025

From brand growth to candid conversations about commercial positioning, we break down the things worth paying attention to *besides* the watches.

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## LVMH's Acquisition of L'Épée Was A Part Of LVMH's Goal Of Protecting Heritage, Not Keeping The Brand To Itself

Bernard Arnault, his team (including his family), and the powers at LVMH care a lot about history. Despite owning the powerhouse of Louis Vuitton, they acquired a similar, smaller house called Moynat in 2010 primarily based on the fact that – founded in 1849 – it was older than LV and Goyard. It had a heritage worth protecting and trying to amplify. The same could be said for why LV acquired L'Épée. Just like they're open to collaboration through La Fabrique du Temps, LV isn't trying to keep Switzerland's last integrated clockmaker to themselves. While Moynat has yet to grow and elevate to the level of a Goyard, there's a chance that, under the watchmaking umbrella of LVMH, L'Épée is in a place that will give it new life across the entire industry.



L'Épée 1839 Fully Mechanical (and transparent) Watch Box.

Not all of L'Épée's products are for me. The irreverent designs of grenades or money symbols-turned clocks sometimes feel a bit *gauche* or tone-deaf. But their historical bonafides mean there's more the brand can do than just these modern *avant-garde* designs. Not only do they make nearly everything in their clocks in-house, but their after-sales service department has operated as a restoration department for clocks throughout their history.

They also have a long history of working with other brands (Tiffany being one, but there are others outside the group), and they don't plan to stop. The future of L'Épée might not be immediately explosive, but it's enough that they still exist in a landscape where clocks are even more anachronistic than watches.